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To: U.S. Patent and Trademark Office

Facsimile No.: (571) 273-8300

From: John C. Pokotylo, Esq.

Date: February 9, 2011

Number of Pages Including Cover: 14

MESSAGE: FORMAL SUBMISSION OF:

- 1) Transmittal (1 pg.);
- 2) Fee transmittal (1 pg.);
- 3) Information Disclosure Statement (3 pgs.);
- 4) PTO/SB/08A (1 pg.); and
- 5) Reference AJ (7 pgs.).

Attorney Docket No.: Google-38 (GP-100-00-US)

Appl. No.: 10/674,056

Applicant: Georges R. HARIK

Filed: September 29, 2003

Title: GENERATING INFORMATION FOR ONLINE ADVERTISEMENTS FROM INTERNET
DATA AND TRADITIONAL MEDIA DATA

TC/A.U.: 2161

Examiner: Kavita Padmanabhan

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Modified PTO/SB/21 (08-00)

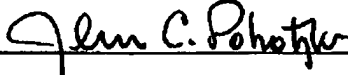
Approved for use through 10/31/2002. OMB 0851-0031

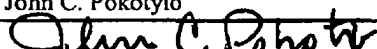
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TRANSMITTAL FORM <i>(to be used for all correspondence after initial filing)</i>	Application Number	10/674,056
	Filing Date	September 29, 2003
	First Named Inventor	Georges R. HARIK
	Group Art Unit	2161
	Examiner Name	Kavita Padmanabhan
Total Number of Pages in This Submission		Attorney Docket Number Google-38 (GP-100-00-US)

ENCLOSURES <i>(check all that apply)</i>		
<input checked="" type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input type="checkbox"/> Amendment / Reply <input type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input checked="" type="checkbox"/> Information Disclosure Statement <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Response to Missing Parts/ Incomplete Application <input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Assignment Papers <i>(for an Application)</i> <input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) _____	<input type="checkbox"/> After Allowance Communication to Group <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to Group <i>(Appeal Notice, Brief, Reply Brief)</i> <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input type="checkbox"/> Postcard Receipt <input type="checkbox"/> Other Enclosure(s) <i>(please identify below):</i>
Remarks		

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT	
Firm or Individual name	John C. Pokotylo (Reg. No. 36,242)
Signature	
Date	February 9, 2011

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Typed or printed name	John C. Pokotylo		
Signature		Date	February 9, 2011

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Feb. 9. 2011 7:36PM

STRAUB & POKOTYLO

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No. 2015 P. 3

Modified PTO/SB/17 (01-03)

Approved for use through 04/30/2003. OMB 0651-0032

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FEE TRANSMITTAL for FY 2010 <i>Effective 09/30/2007. Patent fees are subject to annual revision.</i>		Complete if Known		
		Application Number	10/674,056	
<input type="checkbox"/> Applicant claims small entity status. See 37 CFR 1.27		Filing Date	September 29, 2003	
		First Named Inventor	Georges R. HARIK	
		Examiner Name	Kavita Padmanabhan	
TOTAL AMOUNT OF PAYMENT:		(S) 180.00	Art Unit	2161
			Attorney Docket No.	Google-38 (GP-100-00-US)

METHOD OF PAYMENT (check all that apply)		FEE CALCULATION (continued)																																																																																																																																																																																																							
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<input checked="" type="checkbox"/> Deposit Account: Deposit Account Number: 50-1049 Deposit Account Name: Straub & Pokotylo		<table border="1"><thead><tr><th colspan="2">Large Entity</th><th colspan="2">Small Entity</th><th rowspan="2">Fee Description</th><th rowspan="2">Fee Paid</th></tr><tr><th>Fee Code (\$)</th><th>Fee (\$)</th><th>Fee Code (\$)</th><th>Fee (\$)</th></tr></thead><tbody><tr><td>1051</td><td>130</td><td>2051</td><td>65</td><td>Surcharge - late filing fee or oath</td><td></td></tr><tr><td>1052</td><td>50</td><td>2052</td><td>25</td><td>Surcharge - late provisional filing fee or cover sheet</td><td></td></tr><tr><td>1053</td><td>130</td><td>1053</td><td>130</td><td>Non-English specification</td><td></td></tr><tr><td>1812</td><td>2,520</td><td>1812</td><td>2,520</td><td>For filing a request for ex parte reexamination</td><td></td></tr><tr><td>1804</td><td>920*</td><td>1804</td><td>920*</td><td>Requesting publication of SIR prior to Examiner action</td><td></td></tr><tr><td>1805</td><td>1,840*</td><td>1805</td><td>1,840*</td><td>Requesting publication of SIR after Examiner action</td><td></td></tr><tr><td>1251</td><td>130</td><td>2251</td><td>65</td><td>Extension for reply within first month</td><td></td></tr><tr><td>1252</td><td>490</td><td>2252</td><td>245</td><td>Extension for reply within second month</td><td></td></tr><tr><td>1253</td><td>1,110</td><td>2253</td><td>555</td><td>Extension for reply within third month</td><td></td></tr><tr><td>1254</td><td>1,730</td><td>2254</td><td>865</td><td>Extension for reply within fourth month</td><td></td></tr><tr><td>1255</td><td>2,350</td><td>2255</td><td>1,175</td><td>Extension for reply within fifth month</td><td></td></tr><tr><td>1401</td><td>540</td><td>2401</td><td>270</td><td>Notice of Appeal</td><td></td></tr><tr><td>1402</td><td>540</td><td>2402</td><td>270</td><td>Filing a brief in support of an appeal</td><td></td></tr><tr><td>1403</td><td>1,080</td><td>2403</td><td>540</td><td>Request for oral hearing</td><td></td></tr><tr><td>1451</td><td>1,510</td><td>1451</td><td>1,510</td><td>Petition to institute a public use proceeding</td><td></td></tr><tr><td>1452</td><td>540</td><td>2452</td><td>270</td><td>Petition to revive - unavoidable</td><td></td></tr><tr><td>1453</td><td>1,620</td><td>2453</td><td>810</td><td>Petition to revive - unintentional</td><td></td></tr><tr><td>1501</td><td>1,510</td><td>2501</td><td>755</td><td>Utility issue fee (or reissue)</td><td></td></tr><tr><td>1502</td><td>860</td><td>2502</td><td>430</td><td>Design issue fee</td><td></td></tr><tr><td>1503</td><td>1,190</td><td>2503</td><td>595</td><td>Plant issue fee</td><td></td></tr><tr><td colspan="6">Petitions to the Commissioner - check fee sheet</td></tr><tr><td>1807</td><td>50</td><td>1807</td><td>50</td><td>Processing fee under 37 CFR 1.17(c)</td><td></td></tr><tr><td>1806</td><td>180</td><td>1806</td><td>180</td><td>Submission of Information Disclosure Stmt</td><td></td></tr><tr><td>8021</td><td>40</td><td>8021</td><td>40</td><td>Recording each patent assignment per property (lines number of properties)</td><td>180.00</td></tr><tr><td>1809</td><td>810</td><td>2809</td><td>405</td><td>Filing a submission after final rejection (37 CFR 1.129(a))</td><td></td></tr><tr><td>1810</td><td>810</td><td>2810</td><td>405</td><td>For each additional invention to be examined (37 CFR 1.129(b))</td><td></td></tr><tr><td>1801</td><td>810</td><td>2801</td><td>405</td><td>Request for Continued Examination (RCE)</td><td></td></tr><tr><td>1802</td><td>900</td><td>1802</td><td>900</td><td>Request for expedited examination of a design application</td><td></td></tr><tr><td colspan="6">Other fee (specify) _____</td></tr><tr><td colspan="6">* Reduced by Basic Filing Fee Paid</td></tr><tr><td colspan="5">SUBTOTAL (3)</td><td>(S) 180.00</td></tr></tbody></table>				Large Entity		Small Entity		Fee Description	Fee Paid	Fee Code (\$)	Fee (\$)	Fee Code (\$)	Fee (\$)	1051	130	2051	65	Surcharge - late filing fee or oath		1052	50	2052	25	Surcharge - late provisional filing fee or cover sheet		1053	130	1053	130	Non-English specification		1812	2,520	1812	2,520	For filing a request for ex parte reexamination		1804	920*	1804	920*	Requesting publication of SIR prior to Examiner action		1805	1,840*	1805	1,840*	Requesting publication of SIR after Examiner action		1251	130	2251	65	Extension for reply within first month		1252	490	2252	245	Extension for reply within second month		1253	1,110	2253	555	Extension for reply within third month		1254	1,730	2254	865	Extension for reply within fourth month		1255	2,350	2255	1,175	Extension for reply within fifth month		1401	540	2401	270	Notice of Appeal		1402	540	2402	270	Filing a brief in support of an appeal		1403	1,080	2403	540	Request for oral hearing		1451	1,510	1451	1,510	Petition to institute a public use proceeding		1452	540	2452	270	Petition to revive - unavoidable		1453	1,620	2453	810	Petition to revive - unintentional		1501	1,510	2501	755	Utility issue fee (or reissue)		1502	860	2502	430	Design issue fee		1503	1,190	2503	595	Plant issue fee		Petitions to the Commissioner - 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SUBMITTED BY		(Complete if applicable)	
Name (Print/Type)	John C. Pokotylo	Registration No. (Attorney/Agent)	36,242
Signature	<i>John C. Pokotylo</i>	Telephone	(732) 936-1400
		Date	February 9, 2011

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